



NPGA

Logo Format Guidelines

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Logo

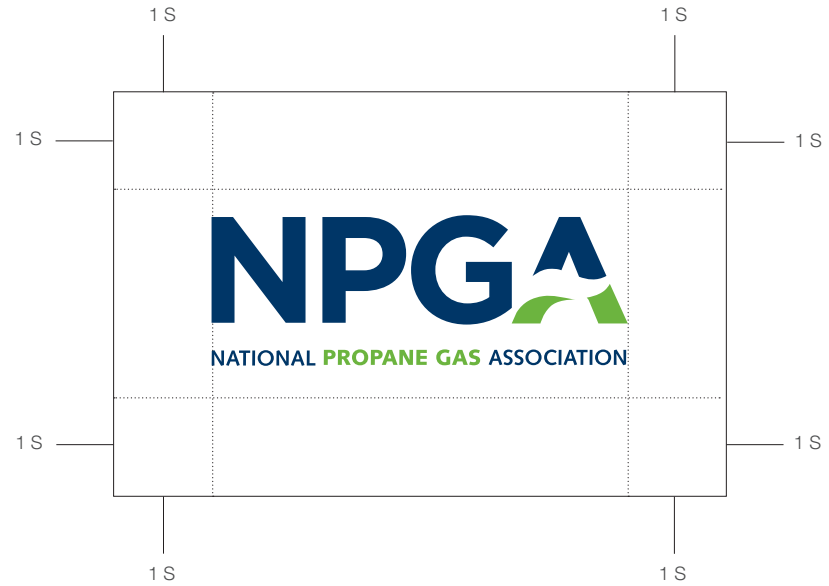
The NPGA logo is a distinctive graphic element and must not be altered for any reason.



Clear Space Requirements

A minimum of “S” area around the logo should be observed. These size requirements should be followed for all logo applications.

The “S” measurement represents the space between the cap height and the baseline of the “NPGA” type.



Minimum Size Requirements

The preferred minimum size for the logo is .96" wide. For special applications, a measurement of no less than .64" wide is recommended.



.9" (minimum size with text)



.4" (minimum size without text)

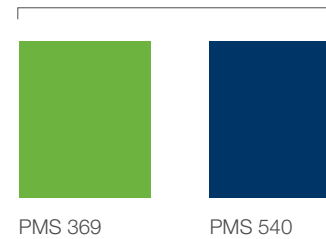
Logo Color Palette

The logo color palette is made up of PMS 369 green and PMS 540 blue.

This palette should be used as a reference when selecting colors that complement or match the colors used in the logo.



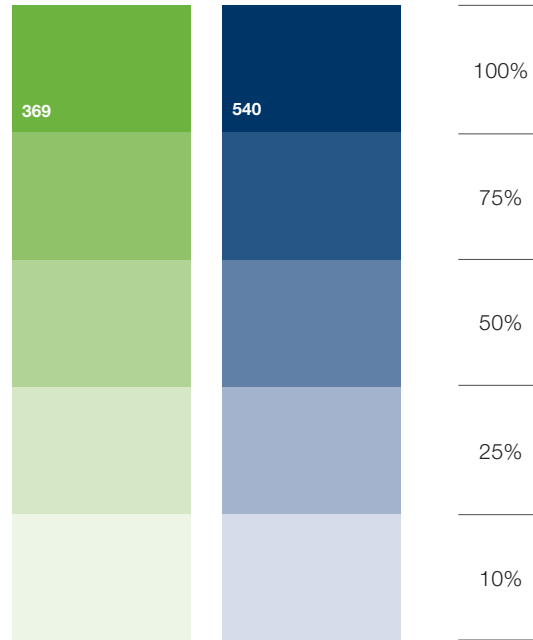
Logo Color Palette



*The swatch colors shown on this page are samples only and not intended to match the PANTONE color standards. Refer to the current edition of the PANTONE Color Formula Guide. PANTONE® is a registered trademark of Pantone, Inc. PMS refers to Pantone Matching System.

Logo Color Palette Tints

The colors may be tinted from 100 percent to 10 percent in value.



File Naming and Format Options

Use this guide to select the appropriate logo for reproduction.

These formats represent the basic building blocks from which additional formats can be created.

Preferred Use



Full Color on White Background

File Names:

NPGA_LOGO_TAG_1_FC.eps

NPGA_LOGO_TAG_1_FC.jpg

NPGA_LOGO_TAG_1_FC.png

NPGA_LOGO_TAG_1_FC.tif



1 Color Black (solid) on White Background

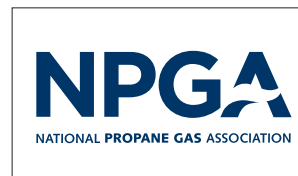
File Names:

NPGA_LOGO_TAG_1_1C_BLACK.eps

NPGA_LOGO_1C_BLACK.jpg

NPGA_LOGO_1C_BLACK.png

NPGA_LOGO_1C_BLACK.tif



1 Color Blue (solid) on White Background

File Names:

NPGA_LOGO_TAG_1_1C_BLUE.eps

NPGA_LOGO_1C_BLUE.jpg

NPGA_LOGO_1C_BLUE.png

NPGA_LOGO_1C_BLUE.tif



1 Color Black (grayscale) on White Background

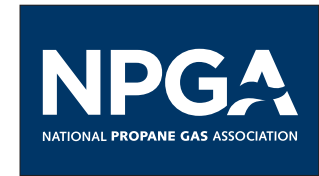
File Names:

NPGA_LOGO_TAG_1_1C_GRAY.eps

NPGA_LOGO_TAG_1_1C_GRAY.jpg

NPGA_LOGO_TAG_1_1C_GRAY.png

NPGA_LOGO_TAG_1_1C_GRAY.tif



1 Color White (reverse) on Color Background

File Names:

NPGA_LOGO_TAG_1_1C_WHITE.eps

NPGA_LOGO_TAG_1_1C_WHITE.png

Understanding File Formats

The attributes described below relate to the specific logo files produced for NPGA.

They are not necessarily universal attributes of those file formats.

File Type: EPS
File Extension: .eps

Resolution: Vector

Attributes: Highest quality — infinitely scalable — preferred file format for vendors, best format for spot color offset printing, wide format display, and premiums such as hats, shirts, mugs, etc.

File Type: JPEG
File Extension: .jpg

Resolution: 300 dpi

Attributes: Pixel file, scaling above 100% decreases image quality. Uses include word processing and web

File Type: TIFF
File Extension: .tif

Resolution: 300 dpi

Attributes: Pixel file, scaling above 100% decreases image quality. Uses include single color, or four color (CMYK) offset printing

File Type: PNG
File Extension: .png

Resolution: 300 dpi

Attributes: Microsoft® format designed for use with Microsoft® applications such as Word® and PowerPoint®

Unacceptable Usage

The NPGA logo should not be modified, altered or corrupted in any manner.



Do not add elements to the logo



Do not alter logo colors



Do not place the logo on an image



Do not redraw or typeset elements of the logo



Do not distort or change the shape of the logo



Do not place the logo on a pattern



Do not add a drop shadow or filter effect



Do not screen or make the logo transparent



Do not place the logo within another shape